



LAW OFFICES

**PATZIK, FRANK & SAMOTNY LTD.**

150 SOUTH WACKER DRIVE  
SUITE 900  
CHICAGO, ILLINOIS 60606

TELEPHONE: (312) 551-8300  
FACSIMILE: (312) 551-1101

**SCOTT W. SMILIE**  
(312) 551-3066

[ssmilie@pfs-law.com](mailto:ssmilie@pfs-law.com)

March 25, 2004

IN REPLY REFER TO:

**3084-003**

**VIA FIRST CLASS MAIL**

Mail Stop RCE  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Examiner: Steve Sax  
Art Unit: 2174

**RECEIVED**

MAR 31 2004

Technology Center 2100

Re: U.S. Utility Patent Application  
Applicant: Rinebold, Walter A. and Deeds, Robert G.  
Serial No.: 09/527,734  
Filed: March 17, 2000  
For: ON-LINE LOCALIZED BUSINESS REFERRAL SYSTEM  
AND REVENUE GENERATION SYSTEM

Dear Sir:

Enclosed for filing please find a Request for Continued Examination (RCE) Transmittal, together with an Amendment Pursuant to RCE Under 37 CFR § 1.114. The enclosed filing comprises the following:

1. Request for Continued Examination (RCE) Transmittal;
2. Fee Transmittal for FY 2004;
3. Amendment Pursuant to RCE Under 37 CFR § 1.114;
4. Declaration of Robert G. Deeds, Jr.;
5. Request for Extension of Time;
6. Two Interview Summary Statements; and
7. Certificate of Mailing by Regular Mail.

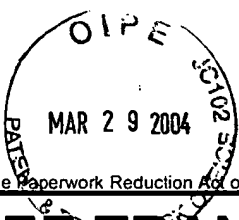
If any additional charges or fees must be paid in connection with the filing of the above amendment, they may be paid out of our deposit account No. 50-1325. A duplicate copy of this transmittal letter is enclosed.

Very truly yours,

**PATZIK, FRANK & SAMOTNY LTD.**

Scott W. Smilie

Enclosures



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

# FEE TRANSMITTAL for FY 2004

Effective 10/01/2003. Patent fees are subject to annual revision.

☒ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ ) 993.00

**Complete if Known**

Application Number	09/527,734
Filing Date	March 17, 2000
First Named Inventor	RINEBOLD, Walter A
Examiner Name	SAX, Steven
Art Unit	2174
Attorney Docket No.	3084-003

**RECEIVED**

MAR 31 2004

Technology Center 2100

**METHOD OF PAYMENT (check all that apply)**☒ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None☐ Deposit Account:Deposit  
Account  
Number  
Deposit  
Account  
Name

50-1325

Patzik, Frank &amp; Samotny

The Director is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments☒ Charge any additional fee(s) or any underpayment of fee(s)☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.**FEE CALCULATION****1. BASIC FILING FEE**

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
1001	770	2001	385	Utility filing fee	
1002	340	2002	170	Design filing fee	
1003	530	2003	265	Plant filing fee	
1004	770	2004	385	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	

SUBTOTAL (1) (\$ ) 0

**2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE**

	Extra Claims	Fee from below	Fee Paid
Total Claims	55	-20** = 10	90
Independent Claims	5	-3** = 1	43
Multiple Dependent		0	0

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description
1202	18	2202	9	Claims in excess of 20
1201	86	2201	43	Independent claims in excess of 3
1203	290	2203	145	Multiple dependent claim, if not paid
1204	86	2204	43	** Reissue independent claims over original patent
1205	18	2205	9	** Reissue claims in excess of 20 and over original patent

SUBTOTAL (2) (\$ ) 133.00

\*\*or number previously paid, if greater; For Reissues, see above

**FEE CALCULATION (continued)****3. ADDITIONAL FEES**

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for <i>ex parte</i> reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	
1252	420	2252	210	Extension for reply within second month	
1253	950	2253	475	Extension for reply within third month	475
1254	1,480	2254	740	Extension for reply within fourth month	
1255	2,010	2255	1,005	Extension for reply within fifth month	
1401	330	2401	165	Notice of Appeal	
1402	330	2402	165	Filing a brief in support of an appeal	
1403	290	2403	145	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive - unavoidable	
1453	1,330	2453	665	Petition to revive - unintentional	
1501	1,330	2501	665	Utility issue fee (or reissue)	
1502	480	2502	240	Design issue fee	
1503	640	2503	320	Plant issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	770	2809	385	Filing a submission after final rejection (37 CFR 1.129(a))	
1810	770	2810	385	For each additional invention to be examined (37 CFR 1.129(b))	
1801	770	2801	385	Request for Continued Examination (RCE)	385
1802	900	1802	900	Request for expedited examination of a design application	

Other fee (specify)

\*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ ) 860.00

**SUBMITTED BY**

(Complete (if applicable))

Name (Print/Type)	Scott W. Smilie	Registration No. (Attorney/Agent)	44,341	Telephone	312/551-8300
Signature		Date	03/25/04		

**WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.**

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS.

**SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



INTERVIEW SUMMARY STATEMENT

Application No.: 09/527,734

First Named Applicant: Rinebold, Walter A.

Examiner: Sax, Steven

Art Unit: 2174

Status of Application: Pending

Participants:

(1) Steven Sax

(2) Scott W. Smilie

**RECEIVED**

MAR 31 2004

Technology Center 2100

Date of Interview: 9/19/03 and 9/22/03

Type of Interview: Telephonic

Exhibit Shown or Demonstrated: attached proposed claims

Claims discussed: 1, 9, 46 & 64

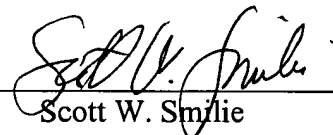
Prior art documents discussed:

(1) Hansen 5,974,398

(2) Rosen et al. 6,118,449

**SUBSTANCE OF INTERVIEW DESCRIBING THE GENERAL NATURE OF WHAT WAS DISCUSSED :**

A telephone interview was initiated on Friday 9/19/03 and was continued on Monday 9/22/03 due to bad weather. Discussed cited prior art and patentability of proposed claims. Examiner indicated that Claims 1, 9, 46 & 64 may be allowable if amended to include limitations of generating revenue from fees for placing business listings or information on system and from coupons. No agreement was reached. Examiner informed Applicant's attorney on 9/22/03 that he had entered a Final Office Action.

  
\_\_\_\_\_  
Scott W. Smilie

**PATZIK, FRANK & SAMOTNY LTD.**

150 S. Wacker Dr.

Suite 900

Chicago, Illinois 60606

Telephone (312) 551-8300

Facsimile (312) 551-1101

Attorney

Max Shafital

Scott W. Smilie

Reg. No.

31,422

44,341

1. An on-line, interactive web site information system having one of more functions for displaying advertising, information and business listings and referring users such as shoppers or merchants to the web sites of merchants listed with respect to certain geographic locations such as town and cities ~~eted~~, and certain categories, comprising:

means for substantially automated creation of said business listings and advertising by users of said system;

means for substantially automated selection by said merchants of said categories and said geographic locations wherein said advertising, information and/or business listings will appear so as to enable geographic targeting of said users of said system;

means for displaying said advertising, information and/or business listings for a duration of time;

means for viewing said advertising, information and/or business listings based on the selection by the user of at least one of said geographic locations and at least one of said categories in which the merchant advertisements, business listings and/or information is displayed;

means for linking said advertising, business listings and/or information to the web pages of others;

at least one-hyper link corresponding to a category to link users to the web site of at least one merchant;

means for building databases from the information provided by users of the system;

means for recording and providing account review information to users of the

system;

means for users to add and delete said information, business listings and advertisements for display on the system;

extended services means;

means for recording statistics about usage of the system; and,

marketing analysis means for monitoring activity among the various functions of the system; and

means for generating revenue from said usage of said system comprising fees from merchants for listing their web sites in one or more of the geographic locations.

9. An on-line, interactive web site information system having one of more functions for displaying advertising, information and business listings and referring users such as shoppers or merchants to the web sites of merchants listed with respect to certain geographic locations such as towns and cities, and certain categories, comprising:

means for substantially automated creation of said business listings and advertising by users of said system;

means for substantially automated selection by said merchant of said categories and said geographic locations wherein said advertising, information and/or business listings will appear so as to enable geographic targeting of said users of said system;

means for displaying said advertising, information and/or business listings;

means for viewing said advertising, information and/or business listings based on the selection by the user of at least one of said geographic locations and at least one of

said categories in which the merchant advertisements, business listings and/or

**DRAFT**

information is displayed;

means for linking said advertising, business listings and/or information to the web pages of others;

at least one-hyper link corresponding to a category to link users to the web site of at least one merchant;

means for building databases from the information provided by users of the system;

means for recording and providing account review information to users of the system;

means for users to add and delete said information, business listings and advertisements for display on the system;

means for selecting the towns and categories in which to display said advertising, business listings and information;

extended services means;

means for recording statistics about usage of the system;

marketing analysis means for monitoring activity among the various functions of the system;

means for generating revenue from said usage of said system comprising:

[a.] fees from merchants for listing their web sites in specific towns

geographic locations;

[b.] fees from banner ads displayed in specific towns geographic

locations;

[c.] fees from coupons made available in specific towns geographic

locations;

[d.] fees from for sale listings displayed in specific towns geographic

locations; and

[e.] fees from extended service; and

accounting means for keeping track of the revenue created by the system and any commissions owed to others.

46. An on-line, interactive web site information system for allowing information to be inputted by merchants and accessed by consumers based on geographic areas and topical categories, the system comprising:

a series of Internet web pages having information organized into a hierarchy of geographic areas, wherein the geographic areas include at least one geographic area of large expanse and a plurality of geographic areas of smaller expanse organized into a plurality of topical categories;

a web server for displaying the series of Internet web pages;

means for the merchants to input the information onto the series of Internet web pages, wherein the means for inputting the information comprises means for selecting the geographic areas and topical categories to list and/or display the information;

means for the consumers to select at least one of the topical categories in at least one of the plurality of geographic areas of smaller expanse;

means for displaying the information to the consumer based on the selected at

least one of the topical categories in the at least one of the plurality of geographic areas of smaller expanse;

means for monitoring the usage of the system;

means for providing statistics regarding the usage of the system; and

means to generate revenue from fees from merchants for listing their web sites in specific geographic areas.

64. A method for providing an on-line interactive web site for referring a consumer to one or more merchants comprising;

providing a series of web pages containing information organized into a hierarchy of geographic areas, wherein the hierarchy of geographic areas includes at least one geographic area of large expanse and a plurality of geographic areas of smaller expanse organized into at least one topical category;

providing means for the one or more merchants to connect to at least one web page of the series of web pages;

allowing the one or more merchants to select at least one of the geographic areas to list information pertaining to the one or more merchants;

allowing the one or more merchants to input information into the series of webpages;

connecting the consumer to the series of web pages;

prompting the consumer to select the at least one topical category from the at least one geographic area of smaller expanse from the hierarchy of geographic areas; [and]



displaying the merchant information in response to the geographic area and

---

topical category inputted by the consumer;

monitoring the information that is accessed;

providing statistics regarding the information accessed; and

generating revenue from fees from merchants for listing their web sites in specific geographic areas.

76. The system of claim 46 which further includes means to generate revenue from fees from banner ads displayed in the geographic areas.

77. The method of claim 64 which further comprises the step of generating revenues from fees from banner ads displayed in the geographic areas.



IN THE  
**UNITED STATES**  
**PATENT AND TRADEMARK OFFICE**

<b>IN RE APPLICATION OF:</b>	Rinebold, Walter A. and Deeds, Robert G.	<b>RCE TRANSMITTAL; AMENDMENT PURSUANT TO RCE UNDER 37 CFR § 1.114; INTERVIEW SUMMARY STATEMENT (2); DECLARATION OF ROBERT G. DEEDS, JR.; REQUEST FOR EXTENSION OF TIME; AND FEE TRANSMITTAL</b>
<b>ATTORNEY DOCKET NO.:</b>	3084-003	
<b>SERIAL NO.:</b>	09/527,734	
<b>FILING DATE:</b>	March 17, 2000	
<b>FOR:</b>	ON-LINE LOCALIZED BUSINESS REFERRAL SYSTEM AND REVENUE GENERATION SYSTEM	

CERTIFICATE OF MAILING BY REGULAR MAIL

**RECEIVED**

Date of Deposit: March 25, 2004

MAR 31 2004

Technology Center 2100

I hereby certify that this correspondence is being deposited with the United States Postal Service in an envelope addressed to: Mail Stop RCE, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, on March 25, 2004.

Dated: March 25, 2004

  
\_\_\_\_\_  
Scott W. Smilie  
Attorney for Applicant

**PATZIK, FRANK & SAMOTNY LTD.**

150 South Wacker Drive  
Suite 900  
Chicago, Illinois 60606  
Telephone (312) 551-8300  
Facsimile (312) 551-1101

**Attorney**

Max Shaftal  
Scott Smilie

**Reg. No.**

31,422  
44,341